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Can focusing on sales volume reduce profits?

Fact Sheet

TRP YES!

TRP's latest research found that thinking about 'who you sell to' and not just 'how many you sell' can net thousands of pounds more income.

TRP HOW?

You can predict which members will remain a paying member longer, before they even do their first workout – simply by knowing some basic information. This is true for a range of factors from age through to membership type and even home postcode.

In TRP's case study, older members were found to stay an average of 4 months – or £140 – longer than the youngest age group.

TRP FOCUS ON 'QUALITY' SALES – NOT 'EASY' SALES

Using age as the example, think about...

- Making the images, offering and pricing in your campaigns more attractive to older members.
- Identifying areas within your catchment where older members live.
- Adapting an approach in your sales consultations that connects with older members.
- Reviewing your product – making the club or centre, and the service within it, an attractive proposition for older members. This may mean reviewing areas as diverse as your service standards and the music you play.

NOTE: We are not saying reduce your number of sales – maintain your current levels, just target the most valuable members first.

TRP A SMALL SHIFT IN THE PROPORTION OF 'HIGH YIELD' MEMBERS CAN MAKE A DIFFERENCE TO YOUR BOTTOM LINE.

In TRP's case study club, for each 10% reduction in the youngest age group and increasing by the same number the oldest age group we get approximately **£8,000 more in income** over 14 months.

Don't forget, age is just one factor that we have used as an illustration. You could take the same approach with a host of other variables and by switching your membership base towards groups with naturally better retention, see gains worth tens or even hundreds of thousands of pounds.

If you want more help with data analysis and 'Smart Sales and Marketing' please contact us.

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